Monsanto

File Adhesives

FROM (NAME—LOCATION—PHONE) M. D. Card, B3NB, 4-2676

DATE : January 26, 1983

SUBJECT : ADHESIVE CONSULTANTS
S-160/S-711 BLEND

REFERENCE : Memo LMM to MDC 1/20/83

TO : L. M. Morehead, 1550

cc: J. E. Crick, 1550
D. H. Paul, 1730
N. W. Touchette, 1730
R. J. Belle

I agree that we should proceed to develop a S-160/S-711 blend to try to achieve cost performance equivalence to Kayflex DP for this customer in a PVAc adhesive. I do have a concern that we proceed very cautiously on this so that we do not mislead the customer, distributors, or ourselves.

This industry is mature and formulations and alternatives have been thoroughly evaluated and are well established. The next step change in technology in this business is going to be a change from PVAc adhesives to EVA adhesives, which will require half as much plasticizer than is currently in use. We have a high market share and need to protect it.

For this reason, as we proceed with our laboratory analysis, if at any time we determine that our developments may be disruptive to or infringe upon our franchise, we will caucus immediately and thoroughly analyze the impact in this market.

I suggest we allow Dave Paul to design his experiments, complete them, and review them with us prior to any further plasticizer recommendations to the customer.

Please contact me immediately if you have any problems with this approach.

M. D. Card

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